GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA

UNSTARRED QUESTION NO:3573
ANSWERED ON:16.08.2001
ADVERTISEMENT AGENTS
CHANDRAKANT BHAURAO KHAIRE

Will the Minister of RAILWAYS be pleased to state:

(a) whether the Government have appointed some agents to streamline the process of giving advertisements on the back side of railway tickets;

(b) if so, the details of such agents who collect advertisement for Northern Railways in Delhi region; and

(c) the details about the revenue received from advertisements arranged by such agents during 1999-2000 and 2000-01?

Answer

MINISTER OF STATE IN THE MINISTRY OF RAILWAYS AND PARLIAMENTARY AFFARIS (SHRI O. RAJAGOPAL)

(a): The Railways have not appointed any advertising agency exclusively for giving advertisements on back side of railway tickets. Advertisements are accepted either directly from the advertiser or through the advertising agencies authorised by the railway to procure the advertising business in respect of various media.

(b)&(c): Fifty nine agencies have been authorised for collection of advertisements on Northern Railway including Delhi are and during the year 1999-2000 and 2000-2001, one of these agencies had procured a business of Rs 3.75 lakhs for display of advertisements on the reverse of tickets.